Dialog Search For The DemandTec Applications: 09/849168, 09/849621, and
09/849448
.

? b 411
? sf all
? s demand(2w)model and (activity(2w)based(2w)(cost or costing or
costs)) and (optimal or optimum)(2w)(prices or price or promotion or
promotions)
? b hits
? s demand(2w)model and (activity(2w)based(2w)(cost or costing or
costs)) and (optimal or optimum)(2w)(prices or price or promotion or
promotions)

Processing
        .   610554   DEMAND
            945099   MODEL.
              1969   DEMAND(2W)MODEL
            865521   ACTIVITY
           3030471   BASED
           1848454   COST
             38073   COSTING
           1007936   COSTS
              5413   ACTIVITY(2W)BASED(2W)((COST OR COSTING) OR COSTS)
            452607   OPTIMAL
            519123   OPTIMUM
            373271   PRICES
            593581   PRICE
            118991   PROMOTION
             57036   PROMOTIONS
              1542   (OPTIMAL OR OPTIMUM)(2W)(((PRICES OR PRICE) OR
PROMOTION)
                     OR PROMOTIONS)
      S1   11   DEMAND(2W)MODEL AND (ACTIVITY(2W)BASED(2W)(COST OR
                     COSTING OR COSTS)) AND (OPTIMAL OR
OPTIMUM)(2W)(PRICES OR
                     PRICE OR PROMOTION OR PROMOTIONS)

? t s1/medium,k/1-11

1/K/1   (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

02527516 276946421
Capacity planning and pricing under uncertainty
Gox, Robert F
Journal of Management Accounting Research v14 PP: 59-78 2002
ISSN: 1049-2127 JRNL CODE: AJMA
WORD COUNT: 1768

ABSTRACT: This paper analyzes a capacity-planning and pricing problem
of a
monopolist facing uncertain **demand** . The **model** incorporates "soft"
and
"hard" capacity constraints (soft constraints can be relaxed at a cost
while...

TEXT: Abstract: This paper analyzes a capacity-planning and pricing problem
of a monopolist facing uncertain **demand** . The **model** incorporates "soft"
and "hard" capacity constraints (soft constraints can be relaxed at a cost
while...

...and pricing.3 Banker and Hughes (1994) show that a multiple-product
monopolist arrives at **optimal** **prices** and capacities based on full cost
when the following two assumptions are met:

* the pricing...dp because dq/dp = -1.

11 Banker and Hughes (1994) use an equivalent definition for **activity** -
based unit **costs** in their multiproduct, multiresource framework.
However, this interpretation is appropriate only when the production
environment...

 1/K/2   **(Item 2 from file: 15)**
DIALOG(R)File   15:ABI/Inform(R)

02527514 276944271
A critical overview of the use of full-cost data for planning and pricing
Balakrishnan, Ramji; Sivaramakrishnan, K
Journal of Management Accounting Research v14 PP: 3-31 2002
ISSN: 1049-2127 JRNL CODE: AJMA
WORD COUNT: 12977

...TEXT: making, allocating sunk costs cannot improve decisions. In an
effort to rationalize practice, proponents of **activity - based**
costing
offer an alternate view. They argue that cost allocation systems that
properly capture consumption of...levels. This simplification reduces the
Grand Model to Model 4A. The additional assumption of identical **demand**
further simplifies **Model** 4A to a one-period model. A one-period version
of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are
determined, the firm can solve for **optimal** **prices** using a
formulation
similar to that in Model 3. This exercise of determining **optimal**
prices
and resource allocations may be repeated many times over the life of the
resources, as...With partial uncertainty, however, G6x (2002) shows that
full-cost-based prices are no longer **optimal** . **Optimal** **prices** are now
based on each product's marginal cost: full costs, derived as an ·

allocation

...the initial capacity-- planning problem because it effectively becomes a

single-period problem with known **demand** (as in **Model** 4A, with T = 1).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from such a...

...price derived from the solutions to the product-- pricing problem in Model 5B equals the **optimal** **price** derived in the capacity-- planning

problem (Model 5A). Third, and most important, it Is almost...orders. Banker and Hansen (2002) show that as the number of potential customers increases, the **optimal** **price** is the full cost of providing the service

plus a nonlinear markup that depends on...Balachandran et al. (1997) is the

solution to a grand linear program that simultaneously determines **optimal**

capacity and **prices** .22 The study ...underlying information utilized in

the allocation process).

4 For example, Chen and Frank (2001) examine **optimal** **price** adjustment

based on the length of the queue of customers. We also note the vast... ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in **activity - based** **costing** . The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

1/K/3 **(Item 1 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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00971320 **Image available**
INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION
INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES
Patent Applicant/Assignee:
  DEMANDTEC INC, Suite 200, 1 Circle Star Way, San Carlos, CA 94070, US, US
   (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  DELURGIO Phil, 601 Tarrytown Court, Walnut Creek, CA 94598, US, US
    (Residence), US (Nationality), (Designated only for: US)
  NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Avenue,
    Colorado Springs, CO 80907, US,
Patent and Priority Information (Country, Number, Date):

Claim
I An apparatus for detennining an **optimum** **promotion** plan for merchandising of
products for sale, comprising:
a scenario/results processor, configured to enable a user to prescribe an
optimization scenario, and configured to present the **optimum promotion**
plan to said user,
wherein the **optimum** **promotion** plan is determined by execution of said
optimization scenario, and wherein the **optimum** **promotion** plan is
determined based upon estimated product demand and calculated **activity**
based costs , said
scenario/results processor comprising:
an input/output processor, configured to acquire data corresponding to...
an optimization template, for specifying a promotion scenario and a time
period for which the **optimum** **promotion** plan is to be
...generating a
plurality of optimization results templates and providing these templates
to the user, wherein **optimum** **promotion** events and optimum supplier
offers
are presented.

19 The method as recited in claim 18...an optimization template, for
specifying a promotion scenario and a time period for which the **optimum**
promotion events and optimum supplier offers are to be determined.

30 The method as recited in...

1/K/4 **(Item 2 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

00956989 **Image available**
INTERFACE FOR MERCHANDISE PRICE OPTIMIZATION
INTERFACE PERMETTANT L'OPTIMISATION DE PRIX DES MARCHANDISES
Patent Applicant/Assignee:
DEMANDTEC INC, 1 Circle Star Way, Suite 200, San Carlos, CA 94070, US, US
(Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
DELURGIO Phil, 601 Tarrytown Court, Walnut Creek, CA 94598, US, US
(Residence), US (Nationality), (Designated only for: US)
NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
(Residence), US (Nationality), (Designated only for: US)
Legal Representative:
HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Ave.,

English Abstract
  An apparatus (200) and method are provided for an interface enabling
a
  user to determine **optimum   prices** of products for sale. The
 interface
  includes a scenario/results processor (233) that enables the user to
  prescribe an optimization scenario, and that presents the **optimum
  prices** to the user. The **optimum   prices** are determined by
execution
  of the optimization scenario, where the **optimum   prices** are
determined
  based upon estimated product demand and calculated **activity   based
  costs** . The scenario/results processor (233) has an input/output
  processor (404) and a scenario controller (412). The input/output
  processor (404) acquires data corresponding to the optimization
scenario
  from the user, and distributes optimization results to the user. The
  scenario controller (412) is coupled to the input/output processor
(404).
  The scenario controller (412) controls acquisition of the data and
the
  distribution of the optimization results in accordance with a price
  optimization procedure.

French Abstract
  La presente invention concerne un appareil et un procede pour une
  interface permettant la determination de prix optimaux pour des
produits
  mise en vente. L'interface comporte un processeur de
scenarios/resultats
  qui permet a l'utilisateur d'etablir un scenario d'optimisation, et
qui
  presente des prix optimaux a l'utilisateur. Les prix optimaux sont

of the **optimum**
 prices , said rules comprising:
  maximum allowable price swing for each of the products for sale;
and...a
  plurality of optimization results templates and providing these
templates
  to the user, wherein the **optimum** **prices** are presented.

  22 The method as recited in claim 2 1, wherein said utilizing
comprises
  ...groups;
  second providing a products template, for specifying the products for
  sale for which the **optimum** **prices** are to be determined, wherein
the
  products for sale may
  span more than one of...

  ...and
  third providing a time horizon template, for prescribing a time
period
  for which the
   optimum **prices** are to be determined.

  31 The method as recited in claim 30, wherein said utilizing...

  ...fourth providing a locations template, for prescribing a plurality
of
  store groups for
  which the **optimum** **prices** are to be determined, wherein said
  prescribing
  directs said employing to utilize data corresponding to the plurality
of
  said
  store groups when determining the **optimum** **prices** ; and
  34
  fifth providing an at-large rules template, for specifying rules to
  govern determination
  of the **optimum** **prices** , wherein the rules specify maximum
allowable
  price
  swing for each of the products for sale...

  1/K/5   **(Item 1 from file: 485)**

     ** FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 **
Capacity planning and pricing under uncertainty
Gox, Robert F

1/K/6   (Item 2 from file: 485)
DIALOG(R)File 485:Accounting & Tax DB

** FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 **
00928999   SUPPLIER NUMBER: 276944271
A critical overview of the use of full-cost data for planning and pricing
Balakrishnan, Ramji; Sivaramakrishnan, K
Journal of Management Accounting Research   v14   PP: 3-31 2002
    ISSN: 1049-2127   JRNL CODE: AJMA
DOC TYPE: Periodical   ARTICLE TYPE: Feature
LANGUAGE: English SPECIAL FEATURE: Formula
WORD COUNT: 12977 LINE COUNT: 1,180

ABSTRACT: Surveys show that many firms use full cost to set prices.
However, principles of relevant costing imply that product prices should be
independent of how a firm allocates fixed manufacturing cost to products.
Recent research tries to resolve this conflict between theory and practice
by expanding the scope of the problem; pricing is only one part of the
larger problem of determining which products to keep and which products to
drop, how much capacity to install, and how to allocate available capacity
among the products. An emerging view is that we must jointly consider the
capacity-planning and product-pricing problems to clarify the role of full
costing in these decisions. In this article a critical overview of the
results from this research is provided, highlighting how a combination of
analytic and numerical methods have contributed to understanding, and
suggest directions for future research.

GEOGRAPHIC NAMES: United States; US
DESCRIPTORS: Polls & surveys; Studies; Management accounting; Cost
    allocation methods; Manufacturing; Mathematical models
CLASSIFICATION CODES: 9190 (CN=United States); 4120 (CN=Accounting
    policies & procedures); 9130 (CN=Experimental/Theoretical); 8600
    (CN=Manufacturing industries not elsewhere classified);

Accounting & Tax DB_1971-2005/May W4
...TEXT: making, allocating sunk costs cannot improve decisions. In an
effort to rationalize practice, proponents of **activity - based costing**
offer an alternate view. They argue that cost allocation systems that
properly capture consumption of...levels. This simplification reduces the
Grand Model to Model 4A. The additional assumption of identical **demand**
further simplifies **Model** 4A to a one-period model. A one-period version
of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are
determined, the firm can solve for **optimal prices** using a
formulation
similar to that in Model 3. This exercise of determining **optimal
prices**
and resource allocations may be repeated many times over the life of
the
resources, as...With partial uncertainty, however, G6x (2002) shows
that
full-cost-based prices are no longer **optimal** . **Optimal prices** are
now
based on each product's marginal cost: full costs, derived as an
allocation
...the initial capacity-- planning problem because it effectively
becomes a
single-period problem with known **demand** (as in **Model** 4A, with T =
1).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from
such a...

...price derived from the solutions to the product-- pricing problem in
Model 5B equals the **optimal price** derived in the capacity--
planning
problem (Model 5A). Third, and most important, it Is almost...orders.
Banker and Hansen (2002) show that as the number of potential customers
increases, the **optimal price** is the full cost of providing the
service
plus a nonlinear markup that depends on...Balachandran et al. (1997) is
the
solution to a grand linear program that simultaneously determines
optimal
capacity and **prices** .22 ...underlying information utilized in the
allocation process).

4 For example, Chen and Frank (2001) examine **optimal price**
adjustment
based on the length of the queue of customers. We also note the vast...
ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in
activity - based costing . The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

   1/K/7   (Item 1 from file: 654)
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

6088371 **IMAGE Available
UTILITY
System and method for profit maximization in retail industry
Inventor: Myr, David, Jerusalem, IL
          Grechanovsky, Eugene, Jerusalem, IL
          Kazarinov, Yuri, Ashdod, IL
Assignee: Unassigned

feasible prices resulting in the optimal revenue R[sub]sale and the
optimal price p[sub]sale. Predicted sales volume (demand)
V[sub]salr
may be computed by formula...is performed on each bootstrapped
regression
model, and then optimization of revenue and computation of **optimal**
price is performed for each set of bootstrapped estimates. As a
result,
the following estimates are...

...estimate of bias of maximum revenue bias[sub]Boot(R). Similar
quantities
are computed for **optimal prices** ...0217] Similar quantities are
computed for an **optimal price** ...0219] After an optimal predicted
revenue R[sub]sale and an **optimal price** p[sub]sale have been
calculated, it should be tested if the predicted revenue R...and
Promotion Scheduling Procedure for obtaining a next promotion
schedule(Block 1110). It either computes **optimal promotion** time
allocation for a product category or adds a new close schedule in the
scheduling...0310] Tick **Optimal prices**

 [...

...0313] Tick Error estimates of predicted **optimal prices**

Non-exemplary or Dependent Claim(s):
...resampling methods for estimation of prediction errors, standard
 errors and biases in predicted single product **optimal prices**
and
 in predicted category **optimal price** vectors...module uses
 resampling methods for testing significance of optimized price
 changes in predicted single product **optimal prices** and in
 predicted category **optimal price** vectors...

...resampling methods for testing significance of figure-of-merit
function
 changes for predicted single product **optimal prices** and for
 predicted category **optimal price** vectors...

 1/K/8 **(Item 2 from file: 654)**
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

0005257741 **IMAGE Available
Derwent Accession: 2003-112574
Interface for merchandise promotion optimization
Inventor: Phil Delurgio, INV
  Michael Neal, INV
Assignee: Demand Tec. Inc.(02)
Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
 SPRINGS, CO, 80907-7449, US

Publication Number	Kind	Date	Application Number	Filing Date

and
optimum supplier offers are presented.

   Non-exemplary or Dependent Claim(s):
   ...an optimization template, for specifying a promotion scenario and
a
      time period for which the **optimum   promotion** plan is to be
      determined...an optimization template, for specifying a promotion
      scenario and a time period for which the **optimum   promotion**
events
      and optimum supplier offers are to be determined...

   1/K/9   (Item 3 from file: 654)
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

0005114399 **IMAGE Available
Derwent Accession: 2003-786738
Interface for merchandise price optimization
Inventor: Phil Delurgio, INV
         Michael Neal, INV
Assignee: DemandTec, Inc.(02), San Carlos, CA, US
Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
     SPRINGS, CO, 80907-7449, US

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165834	A1	20021107	US 2002144537	20020510
Continuation	PENDING			US 2001849616	20010504

Fulltext Word Count: 15867

Abstract:
    An apparatus and method are provided for an interface enabling a
user
   to determine **optimum   prices** of products for sale. The interface
   includes a scenario/results processor that enables the user to
prescribe
   an optimization scenario, and that presents the **optimum   prices** to
the
   user. The **optimum   prices** are determined by execution of the
   optimization scenario, where the **optimum   prices** are determined
based
   upon estimated product demand and calculated **activity   based
costs** .
   The scenario/results processor has an input/output processor and a
   scenario controller. The input...

Summary of the Invention:
    ...to the field of econometrics, and more particularly to an
apparatus
   and method for determining **optimum   prices** for a set of products
   within a product category, where the **optimum   prices** are
determined to

for sale; and...groups; second providing a products template, for
specifying the products for sale for which the **optimum   prices**
are
to be determined, wherein the products for sale may span more
than
one of...

...and third providing a time horizon template, for prescribing a time
period for which the **optimum   prices** are to be
determined...fourth
providing a locations template, for prescribing a plurality of
store
groups for which the **optimum   prices** are to be determined,
wherein
said prescribing directs said employing to utilize data
corresponding
to the plurality of said store groups when determining the
optimum
prices ; and fifth providing an at-large rules template, for
specifying rules to govern determination of the **optimum   prices**
,
wherein the rules specify maximum allowable price swing for each
of
the products for sale...

1/K/10   (Item 4 from file: 654)
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

0005114325 **IMAGE Available
Derwent Accession: 2003-111136
Interface for merchandise price optimization
Inventor: Phil Delurgio, INV
        Michael Neal, INV
Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
    SPRINGS, CO, 80907-7449, US

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165760	A1	20021107	US 2001849616	20010504

Fulltext Word Count: 15867

Abstract:
    An apparatus and method are provided for an interface enabling a
user
  to determine **optimum   prices** of products for sale. The interface
  includes a scenario/results processor that enables the user to
prescribe
  an optimization scenario, and that presents the **optimum   prices** to
the
  user. The **optimum   prices** are determined by execution of the
  optimization scenario, where the **optimum   prices** are determined
based

store groups...
...templates further comprises: a time horizon template, for specifying a
   time period for which the **optimum   prices** are to be ·
determined...

...further comprises: an at-large rules template, for specifying rules to
   govern determination of the **optimum   prices** , said rules
   comprising: maximum allowable price swing for each of the products
   for sale; and...groups; second providing a products template, for
   specifying the products for sale for which the .**optimum   prices** are
   to be determined, wherein the products·for sale may span more than
   one of...

...and third providing a time horizon template, for prescribing a time
   period for which the **optimum   prices** are to be   ·
determined...fourth
   providing a locations template, for prescribing a plurality of store
   groups for which the **optimum   prices** are to be determined, wherein
   said prescribing directs said employing to utilize data corresponding
   to the plurality of said store groups when determining the **optimum**
   prices ; and fifth providing an at-large rules template, for
   specifying rules to govern determination of the **optimum   prices** ,
   wherein the rules specify maximum allowable price swing for each of
   the products for sale...

 1/K/11   (Item 5 from file: 654)
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

4861923 **IMAGE Available
Derwent Accession: 2003-111136 ·
Utility
E/ **Interface for merchandise price optimization**
Inventor: Delurgio, Phil, Walnut Creek, CA
         Neal, Michael, San Francisco, CA
Assignee: Demand Tec Inc.(02), San Carlos, CA
         Demand Tec Inc
Examiner: Cosimano, Edward R. (Art Unit: 369)
Combined Principal Attorneys: Huffman, Richard K.; Lim, Kang

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 6553352	A	20030422	US 2001849616	20010504